

What smart showmen look for in 1928-29 product announcements

¶ Not gaudy colors. Not smart cracks dished up in trick type. Not has-beens or synthetic stars. Not run-of-the-mill, old-fashioned pictures. Not good pictures for which there is no advance demand from the public. *What you look for are the sure-fire naturals, the pictures you can tell six months before you play them that they will pack your house.* ¶ The Harold Lloyds and the Clara Bows and the Emil Jannings and the Richard Dixes and the "Wings" and "The Wedding March." And "Canary Murder Case," which you and your wife and 200,000 folks have been reading and talking about. And new up-and-coming favorites like Charles Rogers, Esther Ralston, Wray-Cooper and Hall-Taylor, idols of the 16-30 crowd from which you draw 70% of your audiences. ¶ Buying product is simplified this year. The important pictures that the smart showman looks for---specials, features, news reel, shorts---are all in one group.

PARAMOUNT'S WHOLE-SHOW PROGRAM

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Still the Infant Industry

THERE are special board meetings and much speculation rife as to how far it will be necessary to make pictures talk!

The Industry of Motion Pictures, upon the threshold of this new "talking and synchronization era," again appears before us as The Infant Industry in view of the potentialities of Talking Motion Pictures.

All the "live ones" in the Industry are considering the production of "talking pictures;" and the proposition has long passed the speculative stage, pictures are beginning to talk; and the programme of "talking pictures" will be the next step to come up for consideration.

Where are the "talking screen artists" coming from?

This is a real problem; for every Al Jolson in talking Motion Pictures there are a thousand dumb screen artists who should remain dumb, using their histrionic ability to "make faces" only.

Ever hear screen artists talk? How many know how to talk intelligently, and how many have the necessary dramatic ability the indispensable enunciation, diction, voice culture to make listening to what they have to say worth the price of admission?

I have known screen stars, who photographed like a "million dollars," registered in a like degree upon the screen; and who, taking a flyer on the stage, found that no Ham could be "Hamier" than they were.

As much as an actor or actress hates to acknowledge that they are "terrible," these acknowledged with due humility their inability to "get over" on the stage, either with voice, personality, or dramatic ability.

I am wondering how many of our successful screen stars are going to live up to their reputations, earn their salary when the talking Motion Picture is the attraction?

How good an actor can be upon the screen in a talking Motion Picture is evident when one views Al Jolson in "The Jazz Singer," Warner's remarkable production, which is far more entertaining, far more interesting than the production with George Jessel upon the stage.

And while I am wondering about the ability of the players and the directors, outside of those who have had stage training, I am also musing on the forthcoming Motion Picture battle which talking Motion Pictures will precipitate.

Mr. Joseph P. Kennedy, President of FBO Pictures Corp., recently arranged an affiliation of his company with the Radio Corporation of America, and still more recently the FBO has become affiliated with the Keith-Albee-Orpheum interests which gives it a theatre affiliation of the best.

The relationship of FBO with its recent affiliated companies, to Talking Motion Pictures can be estimated when we peruse the following interesting facts.



RAY LEWIS

The Radio Corporation of America involves General Electric Co., the American Telephone and Telegraph Co., The Western Electric Co., The Westinghouse Electric and Manufacturing Co., and through the control, through affiliation or ownership of thousands of patents it is said to have a monopoly of reproduction, recording and amplification of sound, synchronizing and all the patents which are centralized in the production of "talking Motion Pictures," both as to their language and the music, in fact all the various fields through which one can make Motion Pictures audible.

Recently there was formed a subsidiary company of the Radio Corporation of America, named the R. C. A. Photophone, Inc.

If "talking pictures" become the Film Industry's next screen presentation to the public with R. C. A. Photophone, Inc., in control of the mechanical devices, it will mean that all producing units, desirous of making such films will find it necessary to secure a license from the R. C. A. Photophone, Inc., for that purpose.

The affiliation of FBO with the parent company is therefor a most interesting one; and the man who saw far enough ahead of Motion Picture development to get in "on the ground floor," put over a deal which is too vast at the present time in its possibilities to compute!

Talk about a theatre war; block and blind booking, arbitration problems and the desire of groups to become the dominant factors in Motion Pictures, what about Radio Corporation of America, and its producing and theatre affiliated companies?

Exhibitors will not have any block bookings soon to argue about.

With "talking Motion Pictures" the day arrives when Motion Picture theatres will fall in line after the procedure which governed the conduct of the so-called legitimate theatres.

With stars like Al Jolson in a Talking Picture, Eddie Cantor perchance, John Barrymore, etc., etc., exhibitors will have a real introduction into Show Business as it was handled in the days when travelling shows were the order of the day and Show Business was conducted everywhere on a guarantee and percentage basis! Incidentally, but of considerable importance, "talking pictures" will make it necessary to produce in the East, for reasons which are obvious.

Ray Lewis

Ray Presents

QUEBEC appears to be determined to clip the wings of the Industry of Motion Pictures. First it launched the Premier Taschereau bill against the admittance of children under sixteen to motion picture theatres; and having successfully put this measure through, it is now directing its efforts toward closing the theatres on Sundays!

Sunday in the Province of Quebec appears to be the day on which the people of Quebec visit motion picture theatres principally.

SUNDAY has always been considered the big day in Quebec; and now Quebec is after its big showday; and is bringing an action against the United Theatre Amusements, which company operates the Regent, against the Victoria Theatre of Quebec City, using these two theatres as test cases to try out the legality of the Lord's Day Alliance Act.

PREMIER TASCHEREAU has authorized Ernest Bertrand to proceed against the Regent Theatre, and Simon LaPointe to proceed against the Victoria Theatre.

What has made the Premier appear to find Motion Pictures bearing so heavily upon his conscience? The Province of Quebec presented various forms of difficulties during the past in respect to Motion Pictures but as a general rule, the Industry was able to handle the situations, governing censorship, etc., until this past year, when Quebec appears to have developed an incurable grouch.

THE RUMOURS in connection with Quebec would make interesting motion picture history even if half of them were true. The tragedy of the Laurier Palace fire, gave plenty of room for thought, but what is more significant is the fact that it is alleged that the owner of that theatre, in which seventy-two children perished—this owner, who was convicted of criminal negligence, of operating a theatre without a license, this man is reported to be building a new theatre and has been granted a permit for such a purpose.

Should the Industry of Motion Pictures support a man who breaks the law, causes the tragedy, through criminal negligence which occurred in his theatre, subjects the Industry to the severest censure and criticism, caus-

es the Industry financial damage impossible to estimate; and is largely and indirectly responsible, the excuse at any rate for the Taschereau attacks and bills?

SHOULD the Province of Quebec interested in protecting its theatre public, solicitous of its people's welfare, grant a license to a theatre owner convicted of criminal negligence in the conduct of his theatre enterprise?

Laws to protect children from the tragedy which occurred at the Laurier Palace; and then the granting of a permit to a theatre owner responsible for such a tragedy, to operate a theatre, is this not in the manner of being a paradoxical dispensation?

WHAT is Taschereau's policy in respect to the Motion Picture situation? What is the politics involved? This is how we outside of the Province of Quebec view the Premier's activities in connection with Motion Pictures.

Is it for a reward hereafter, or here? And incidentally, wherein lies the "hereafter" reward? The "here" is a little more apparent.

Educational is enjoying its convention this year at Montreal. Mount Royal is the scene of Educational's conferences, governing the policies and programme for the coming year.

Last year O. R. Hanson sold his chief, Mr. Hammons, on Canada as the convention point. Mayor Martin of Montreal and other government officials helped Mr. Hanson get the approval of the chief for Canada.

THE LOCATION was selected before the Industry knew what trouble and opposition it was going to have in Quebec. Mr. Hammons said Montreal and Montreal it remained regardless of developments.

The people of Quebec will give the Educational visitors a cordial

welcome and reception, they are innocent of the politics in relationship to our Industry which is being played. They are opposed to the "Children's Theatre Bill," dubbing it as "ridiculous," "absurd" and they are opposed to the Sunday Closing Bill.

ALL the branch managers of Educational from across Canada tramped to Montreal. Mr. O. R. Hanson led his Canadian Brigade. Meanwhile, Mr. E. W. Hammons announces 102 from Educational for next season, 52 two-reels and 50 singles.

Lupino Lane will have eight comedies of two-reel lengths which will be as good as any comedy feature, is the report. The convention opened in Montreal, May 22nd.

King's Theatre Demolished Winnipeg to have New House

The King's Theatre, in St. James, suburb of Winnipeg, which was recently visited by fire, is being demolished and all materials suitable for rebuilding are being removed. A new \$30,000 neighborhood theatre will be erected on Portage Avenue, at the corner of Berry Street this summer.

Harold Bishop Get On Front Page Edmonton Bulletin

Harold Bishop landed Miss Dorothy Blackwell in a bathing costume on the front page of the Edmonton Bulletin as "Miss Edmonton" in the Famous Beauty Contest.

Ottawa Rotary Wins Attendance Trophy Binghamton, N.Y.

Ottawa Rotary won the attendance trophy at the Rotary District convention at Binghamton, N.Y. Much of the success of the Ottawa club in this respect was due to J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa, who was chairman of the committee in charge.

Harry Howitz Beautifying Park-Star Theatres, Winnipeg

Harry Howitz, owner of the Park Theatre, Winnipeg, one of the best neighborhood houses, is starting a large number of alterations and improvements, including redecorating, painting and a new screen. Many improvements are to be made to the Star Theatre in north Winnipeg.

Coming



"Wild Geese"

TORONTO THEATRES

UPTOWN—"Chicago," with Phyllis Haver and Victor Varconi—Pathe DeMille. Class A. A travesty on justice as meted out in certain centres where everybody from the reporter of a daily, to the District Attorney, counsel of defence, jury, are swayed by public opinion, the desire to capitalize on someone else's misfortune. "Chicago" tells the story of a good husband who has the misfortune to have married "a jazzy flapper," one of those blonde cuties who thinks everything is coming to her, but the hangman's noose, when she commits a murder, in a rage. This jazzy dame gets into an argument with one of those "men about town," who visits her after hubby leaves, prepared for an interesting hour or two until the sweet clinging vine hands him a sheaf of bills. Love has grown somewhat stale and tame; and even the cute ways of this modern Cleopatra fail to soothe the injured feelings of one who has heretofore "paid the piper." He tells the blonde that he is through in such a convincing way that she sees that he is through for good by sending a bullet right through him. Of course husband comes to the rescue, saves her white, if not pure neck, from the gallows and then turns her out to join the brigade of those who find life interesting by getting everything and giving nothing. The story has excellent material, and the attention to the various details, which gets over the big idea is a credit to the director. Phyllis Haver has plenty of play for her ability and versatility. She is exceedingly clever and attractive and in "Chicago" covers the gamut of histrionic effort. Comedienne, soubrette, tragedienne, all these emotions are merged in the character of Roxie Hart, and Phyllis handles Roxie splendidly, even managing to capture a bit of sympathy for her as bedraggled and forlorn, out of the spotlight, into the gutter, she drags along, a poor little, irresponsible bit of fluff. Victor Varconi as the good husband was good, but even as a "good husband" is this not a burlesque, or do they really breed a species of such "sims?" Robert Edison as the counsel for the defence, who wanted \$5,000 to save a blonde gave a splendid interpretation of the criminal lawyer who knows dramatic values, and is first, last and all the time a stage director and an actor in the conduct of his case. Maurine Watkins wrote the play which is said to be typical of the justice in

"Chicago." It looks a bit "thick" as to reality, but "truth is stranger than fiction," and maybe there is plenty of truth presented in this jest.

TIVOLI—"Ramona," with Dolores Del Rio—United Artists—Class B plus. A romantic story which deals with the love of an Indian maid for an Indian. The story, however, reveals how the Indian race was exterminated in many cases, and gives us a glimpse of the Indian's side of the story dealing with massacres of which the White Man has accused the Indian; and on which the White Man based his case of justice in exterminating the Indian race. The tragedy which comes into the life of Ramona, half-Spanish, half-Indian, reared by a Spanish foster-mother, loved by her son Phillippe; and adored and wed by an Indian, whom she loved, Alessandro, gives Dolores Del Rio as "Ramona" moments of tragic expression seldom surpassed in a film. There are some wonderful views of sheep, pastoral pictures revealing man and nature at harmony, and then the shadows of the conflicts. Edwin Carewe reached out for a big picture and got it in his pictorial effects. More of the life of the Indians, their hunting, domesticity, their social life among each other would have speeded up the film for interest. Warner Baxter as Alessandro was fine. Roland Drew as Phillippe was good and at all times most good to look upon. The Senora by Vera Lewis was a good type. The story was adapted from Helen Hunt Jackson's novel of the same name.

SHEA'S HIPPODROME—"Hold 'Em Yale," with Rod La Rocque—Pathe-DeMille. Class B plus. Light material, but amusing. "Rod" in the college stuff rah-rahing his way through the film successfully and winning the football game for his team in the last minute play, which has necessitated a get-away from a hospital. Rod is a wealthy youth from the Argentine Republic, who comes over for a Yale education and falls in love in true Argentine fashion with the Dean's daughter. Between his native valet and a detective, who persists in being "on the job," there is plenty of room for amusing developments.

PANTAGES—"Good Morning Judge," with Reginald Denny—Universal. Class B plus. The interest and suspense in this story is built on the action of the hero in

keeping his identity a secret from the heroine, to whom he is betrothed, but whom he has never met. The heroine is a settlement worker, great on the "uplift stuff." She lands a group of reformed crooks in the hero's house, who have become so uplifted, that the hero discovers them "lifting" his guests' jewels. Our heroine has the idea that our hero is a crook, but in the finish reveals himself as the son of a financier, who accidentally got into the "Good Morning Judge" state when the heroine paid his fine, in order to redeem him. Mary Nolan as the blonde reformer and owner of the mission, looks good enough to make any crook ambitious to "go straight." Denny is his usual interesting self.

LOEW'S—"Under the Black Eagle," with Ralph Forbes and Marceline Day—Metro-Goldwyn-Mayer. Class B plus. A War drama full of suspense and interest, which reveals a phase of War in which the German police dogs play their parts as soldiers of the "Fatherland." The story unfolds around the life of a German artist, who during his enforced military training learns to hate War, but later becomes a victim of the War Machine. This artist saves "Flash," a War dog, from the cruelty of his instructor, and thereby makes a great friend and ally of this dog. Our hero's Colonel has a daughter who has won favour in the eyes of our hero, and the instructor at the barracks. The girl is rather inclined to give her love to the hero. At the finish of the training term, our hero returns to his home with "Flash" whom he has saved from death at the hands of the instructor, who orders him shot when "Flash" refuses to obey him. When War is declared "Flash" follows our hero who develops a soldier's fighting spirit under the influence of War, and when his buddy is killed, his buddy being the instructor, our artist is wounded endeavoring to save his sector. "Flash" searched for his master and gets help to him. He is nursed back to health by the Colonel's daughter, who has since become a Nurse. There are many moments of intense suspense, the characters are consistently true to form; and even the instructor, although cruel in his usual vocation, shows himself up as too fine a soldier to be captured by death. Marceline Day does good work as the heroine. William Fairbanks excellent as the instructor. Marc McDermott does good work as the Colonel while Ralph Forbes contributes a convincing and sincere interpretation as the artist. "Flash" is a real dog and a good canine actor. W. S. Van Dyke gave the picture spirited direction.

Universal to Produce Hughes' Erie Canal Story

Studio at Fort Lee, N.J., Resumes Former Activity

For ten years Universal has not made a production of its own in its studio in Fort Lee, N.J. Ever since the production activities of the company were transferred to its huge plant at Universal City, California, the glass enclosed stages across the Hudson on the Palisades have either been rented to other companies or have remained idle. But today there is activity there. The Universal Eastern studio is being refurnished for the inspection of Edward Sloman, Universal director, who will arrive in New York on Thursday and will decide whether the facilities there are sufficient for the filming of the interiors on Rupert Hughes' Erie Canal boat story, "The Girl on the Barge."

When Universal abandoned its eastern plant to concentrate all of its activities at Universal City, the studio was considered the most up-to-date and useable on the entire eastern coast. When William Wyler came to New York to make the New York scenes of "Anybody Here Seen Kelly," it was not necessary for him to use any of the studio facilities because the thing he wanted to get was outdoor New York. He completed his interiors at Universal City. It is possible that Sloman will do the same, but so much of his picture will have to be made here that it is quite possible that the entire production will be shot in New York instead of taking the company back to the coast for interiors.

Nolan New Theatre Ottawa To Be Called Avalon

P. J. Nolan, proprietor of the Rex and Columbia Theatres, Ottawa, Ontario, has announced that his new theatre at Bank Street and Second Avenue, Ottawa, will be called the Avalon Theatre. It will have mission architectural style with stucco front, the seating capacity of the orchestra floor and balcony being 1,000. There will be a double-stage arrangement, the larger one for the stage band and a smaller one to the rear for special presentations. The equipment will include a pipe organ. At present there are 49 workmen on the job and the opening is scheduled to take place September 1.

"The Lady From Moscow" has been selected as the tentative title of the next starring picture for Pola Negri which already is in production at the Paramount studio. Ludwig Berger is directing.

Norman Kerry has the leading role opposite the star.

Paramount Right in Line Talking Motion Pictures

Will Re-open Long Island Studios—To Use Western Electric Company's Sound Projection System

The signing of the contract between Electrical Research Products, Inc., and Paramount Famous Lasky Corporation whereby Paramount is licensed to use the Western Electric Projector System has caused Paramount to re-open its Long Island studio, which has been closed more than a year. The talking pictures will be produced there.

Discussing Paramount's entry into the talking picture field Adolph Zukor, president, says:

"For the past two years we have been investigating the performance of every device for the reproduction of talking pictures. After intensive study of every reproduction machine, we have decided that the sound projector system of the Western Electric Company is the best.

"Another factor considered in this decision is the ability of the Western Electric Company to produce in quantity. It was realized that there would be an immediate call for a great quantity of these sound projectors from Publix Theatres which owns, controls or directs the activities of a great number of theatres throughout this country and abroad."

Special stages have been constructed at both the East and West studios to take care of the Paramount pictures which have sound accompaniment. Included among these pictures is, "Burlesque," a picturization of the stage hit which has been running in New York City for the past nine months.

Henry Morton, owner of the Gaiety, Arlington, Wonderland, Crescent and Carlton Theatres in Winnipeg, has secured the lease of the theatre at Pine Falls, Man., centre of Manitoba's big paper plant and has entered into possession.

Court of Appeal Quashes Sentence Against Lawand

Convictions Against Owner of Laurier Palace and Assistants Null and Void

Convictions against Ameen Lawand, owner of the Laurier Palace Theatre, Montreal, in which about 78 children lost their lives January 9, 1927, Camil Bazzy and Michel Arie, employees, was quashed in a judgment of the Court of Appeals.

Sentence for criminal negligence, which involved manslaughter, was passed upon these three men by the Court of the King's Bench which sentenced Lawand to two years in jail and the other men involved to 12 months each.

The case was heard by Justice Wilson who pronounced sentence.

The appeal was based on fact and on law; and in delivering judgment the court declared that there was no connection between cause and effect, the action of the accused in allegedly infringing a civic by-law had no connection with the tragedy which cost so many lives. Infringement of a by-law had nothing to do with manslaughter, was the argument. So that it appears if one breaks the law by speeding; or transgressing other vehicular regulations, and kills some one, the action of breaking the law has nothing to do with the death which may follow. Therefor the motorist may break the law, but he is not guilty of manslaughter in case of a death, the person, who was killed should not have attempted to get off the car at the car stop, etc., etc.

I was under the impression that all laws were based upon a desire to protect life and property, which might be in danger if laws were not upheld.

But according to the precedent established in the Court of Appeals, Quebec, you can manufacture, sell alcohol and if it kills the consumer, you are not responsible for the death, only held accountable for breaking the law in respect to manufacturing and selling.

As a further example, the law prohibits the carrying around of concealed weapons, but if you shoot a man because the gun you carried got in the other fellows way you can only be held responsible for the action of carrying around the gun. That it was discharged, that in the course of its discharge it destroyed a life has nothing to do with the action of carrying concealed weapons.

John Cromwell, for twelve years a stage director under William A. Brady in New York and a legitimate stage actor of distinction, has just signed a contract with Paramount. He will be listed as a featured player.

Coming



"Wild Geese"

Make this your PRO UNIV HEADLIN

Four Great Laemmle Super Productions

UNCLE TOM'S CABIN

Carl Laemmle's \$2,000,000 Production direct from its six months run on Broadway at \$2.00 top.

THE MAN WHO LAUGHS

Victor Hugo's immortal romance. Starring Mary Philbin and Conrad Veidt. Now selling out every performance at Central Theatre, Broadway, N. Y. \$2.00 top.

BROADWAY

Filmed from the Jed Harris stage production written by Philip Dunning and George Abbot
It's the one and only Broadway!

SHOW BOAT

Tremendous—as Edna Ferber's best selling novel.
Tremendous—as the sensational Florenz Ziegfeld musical show.
Tremendous—in advance publicity and exploitation.

4 BIG MONEY DENNY'S

Reginald Denny in four he-man stories with speed in every picture!

Red Hot Speed

The Night Bird

His Lucky Day

Clear The Decks

7 Big Laemmle Specials

THE FOREIGN LEGION

starring NORMAN KERRY and LEWIS STONE

THE MICHIGAN KID

RENEE ADOREE and CONRAD NAGEL

THE COHENS AND KELLYS ATLANTIC CITY

Further adventures of the world's funniest comedy team

GIVE AND TAKE

from the Broadway stage success by Aaron Hoffman.
GEORGE SIDNEY and JEAN HERSHOLT

THE GIRL ON THE BARGE

from the Cosmopolitan Magazine story by RUPERT HUGHES
MARY PHILBIN and JEAN HERSHOLT

THE LAST WARNING

Sensational Broadway mystery play
More thrilling than "The Cat and The Canary"

LONESOME

GLENN TRYON and BARBARA KENT
in an entirely new, distinctly different type of picture

Again Universal has the Picture

SPERITY year with ERSAIL ERS 1928-29

22 Headliner Jewels

AURALA PLANTE'S

The Screen's Great Comedienne!
Four delightful romantic comedies.

FREEDOM OF THE PRESS

with LEWIS STONE, MARCELINE DAY,
Henry B. Walthall, Malcolm MacGregor.

ANYBODY HERE SEEN KELLY

with TOM MOORE, BESSIE LOVE.

MAN, WOMAN AND WIFE

starring NORMAN KERRY with PAULINE STARKE.

RED LIPS

with Rogers, Marian Nixon.

MONEYMOON FLATS

with George Lewis, Dorothy Gulliver, Bryant Washburn.

THE SHAKEDOWN

A double-action, money-making kick of
business and underworld atmosphere.

THE PLAY GOES ON

Full legs—dazzling lights—red hot lips—
back-stage life!

THE GRIP OF THE YUKON

with NEIL HAMILTON, FRANCIS X. BUSHMAN.

PHYLLIS OF THE FOLLIES

MATT MOORE, ALICE DAY

YOU CAN'T BUY LOVE

Fast moving drama of the restless spirit of youth.

4 GLENN TRYON'S

His face is your fortune. In four new
knockouts.

THE CHARLATAN

Shivery—chilling—gripping!

JAZZ MAD

starring JEAN HERSHOLT.

COME ACROSS

A smashing melodrama of the underworld!
Silks and satins in the shadow of the law!

SILKS AND SADDLES

From Gerald Beaumont's great story
"Thoroughbreds" with MARIAN NIXON.

8 HOOT GIBSON JEWELS

Known at the box office absolute King of all Western Stars—that's Hoot Gibson!

The Danger Rider—Burning The Wind—Smilin' Guns

The Getaway—Points West—Blow For Blow

Clearing The Trail—King Of The Rodeo

22 Western and Thrill Features—5 Reelers

7 Ted Wells Western Dramas

6 Rex, The Wonder Horse

with Jack Perrin

7 Thrilling Melodramas

2 Aviation Pictures

with Jack Wilson

Loaded with action—crowded with drama—packed tight with thrills

The Best Short Subjects in the World

5 AMAZING NEW SUPER SERIALS

TARZAN THE MIGHTY

from the world-famous stories by Edgar Rice Burroughs

The Final Reckoning

The Mystery Rider

The Pirates of Panama

The Diamond Master

24 THE COLLEGIANS

CARL LAEMMLE Jr's—Universal Junior Jewels—2 Reelers

With the Original Collegian Cast

26 OSWALD—the Lucky Rabbit—1 Reelers

Created by Walt Disney

Winkler Productions

13 HORACE IN HOLLYWOOD

starring Arthur Lake

13 LAEMMLE NOVELTIES

Something new under the sun

STERN BROTHERS—2 Reel Comedies

13 SNOOKUMS

in the "Newlyweds and Their Baby"

Universal Junior Jewels

13 MIKE AND IKE

13 LET GEORGE DO IT

13 BUSTER BROWN

52 ACTION FEATURETTES—2 Reel Thrillers

INTERNATIONAL NEWSREEL

—it's the Jewel of the Newsreels!

2 each week—104 a year—Released thru Universal

Again! Carl Laemmle Shows the Way!

Salaries "Show People" Nearly Ten Million

Metro-Goldwyn-Mayer Gather In Screen Celebrities for Hollywood Feature

The movie producer who had to pay the complete cast of the Marion Davies-William Haines co-starring picture, "Show People," would be completely out of luck.

As the picture is a story of Hollywood and the Motion Picture Industry, nearly every famous star in Motion pictures volunteered to play "bits" and atmosphere for the production. The Metro-Goldwyn-Mayer statisticians figured out that if the studio had to pay the annual incomes for one year of the famous personages who worked in the production, "Show People" would cost in excess of \$10,000,000 to produce.

The estimated total annual income of the stars, featured players, directors and writers who appear in the production amounts to approximately \$9,450,000. Add to this the actual cost of production and the figure comes well over the \$10,000,000 mark. In other words, if the stars had not donated their services "Show People" might have been the most expensive motion picture ever produced.

Douglas Fairbanks, Charles Chaplin, and Miss Davies, herself, head the list of big income earners who appear in the picture, with John Gilbert, Nor-

ma Talmadge and Elinor Glyn holding prominent places.

Other big wage earners who help swell the total are Rod La Rocque, William S. Hart, Mae Murray, Renee Adoree, Leatrice Joy, Karl Dane, George K. Arthur, Eileen Pringle, Claire Windsor, Estelle Taylor, Dorothy Sebastian, Polly Moran, King Vidor and William Haines. All these famous individuals appear on the screen at some time during the picture.

Organized Labor Protest Children's Bill, Quebec

Taschereau Theatre Act Not Popular with Masses

The new Provincial law, prohibiting the admission of children under 16 years of age to moving picture theatres in the Province of Quebec has met with the strong disapproval of the members of the Montreal Trades and Labour Council, representing organized labor in the largest city of Canada; and this organization has decided, unanimously, to arouse public opinion against the new regulation, thus forcing its repeal.

The council endorsed a letter of condemnation presented by the International Association of Machinists and a demand was forwarded to the Quebec Government demanding the repeal of the obnoxious statute forth-

with. The law was termed "absurd," "silly" and "ridiculous" and the declaration was made that the prohibition of children from the theatres "served no useful purpose." It was pointed out that the law worked a hardship on all classes of people but affected the workers particularly. Parents could not take their families with them to the theatres and they could not go without them, leaving them to the dangers of fire and traffic. Therefore the adults, as well as the children, were being denied amusement and recreation. One delegate to the Council declared that the law had placed Quebec in a "farcical position."

The suggestion that the Quebec Government be asked to enforce the new law to the letter, so that the people would rebel against it, was turned down in favor of the move to demand the withdrawal of the statute forthwith.

Following the closing of the Russell Theatre, Ottawa, the Collegiate Institute Board of the Canadian Capitol has been considering making application to the Ontario Government for a theatre license for the large auditorium of the Glebe Collegiate Institute in order to add to the theatre facilities of the city. Such a license would cost \$300.00 annually for the 1,200 seats. Conflict with existing local theatres has been considered, however, and the matter has been laid over until next September.

Announcing the Celco Mazda Unit

The Mazda Lamp to replace the Arc is now coming into such general use that we have designed and are building, for the most part, in our own plant our Celco Mazda Unit. In designing our Unit, we tried, and believe we have succeeded, to produce a Unit that is perfect in every possible respect. Our Unit is simple but sturdy, easy of adjustment and operation, and extremely efficient.

LAMPHOUSE—Blued steel, ample size, neat design, fully ventilated, doors on both sides.

CONDENSERS—B. & L. Cinephors, special for Mazda, in machined cast iron mounts, easily removable.

REFLECTOR—B. & L. Cinephor, 5½" special for Mazda, in three-spring cradle, instantly removable.

SOCKET—Mogul Porcelain Receptacle, swivel mounted on male half of 30 ampere slip stage connector, simple, instantly removable, trouble proof, and inexpensive in case of repairs.

LAMPS—600 or 900 watt 30 volt Projection, the Transformer handling either one without adjustment.

TRANSFORMER—Jefferson Special with Jewell Ammeter mounted thereon, for front booth wall mounting. Guaranteed, cool and quiet in use, two snap switches give full control of amperage and bulb.

SUB-BASES—According to order for Motiograph, Powers 6A or 6B or Simplex Projectors.

SLIDE CARRIER—Drop slide type. Push lamphouse over and show slides instantly as usual.

ADJUSTMENTS—Six handles at rear of lamphouse give, by rack and pinion, independent adjustment of either bulb or reflector up and down, back or forward or sideways. Pinhole in dowser.

FINISH—Natural blued steel, baked on black enamel, nickel plated rods, and polished aluminum handles.

OPERATION—We recommend for throws up to 100 feet, picture not over 10' 6" x 14'. Users say, however, up to 12' x 16'. Light is even all over sheet, brilliant, constant and flickerless. No adjusting, no carbon fumes, no dark corners. For 110 volts 25 or 60 cycles, or 30 volt D.C. plant. Enormous current saving over arc, the 900 watt lamp draws 9 amperes from lighting circuit. Power circuit eliminated. Lamps rated at 100 hours life, we calculate they equal carbon costs at 80 hours, and our records show 150 hours average life. The use of good lenses, the Ross or Gundlach No. 2, and a Gold Fibre Screen are necessary for finest results.

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United Artists to Release "The Three Passions"

**London Daily Mail to Publish
Cosmo Hamilton Story —
Direction by Rex Ingram**

After several weeks of negotiation, Rex Ingram and United Artists have definitely settled arrangements for release throughout the world of "The Three Passions," an Ingram film version of the new and unpublished novel by Cosmo Hamilton. This will be the first of a series of super-productions that Mr. Ingram will produce in Europe upon a lavish scale.

Alastair Mackintosh, former assistant general manager of Les Artistes Associes, distributors of United Artists pictures in Continental Europe, will be production head of the Ingram company that will film this story in England and France. Mr. Ingram will direct a cast that will include his wife, Alice Terry, and Ivan Petrovitch, Claire Eames, Shayle Gardner and Gerald Fielding.

Production will be started before the end of May and the film will be released throughout the world by United Artists in the Fall. This will be Rex Ingram's first United Artists picture, his most recent films having been distributed by Metro-Goldwyn-Mayer.

Mr. Ingram is now in Nice conferring with Mr. Hamilton regarding the script from which the production will be filmed. The story its author believes to be the strongest he has ever written; and both Mr. Ingram and Mr. Samuel Goldwyn, film producer, believe "The Three Passions" to be the finest screen story they have read since "The Four Horsemen," the screen version of which was produced by Ingram.

"The Three Passions" will be published shortly serially in the London Daily Mail, at which time the novel also will be circulated.

"Miss Canada" To Be Chosen for Texas Show

**Canadian Beauties to Enter
Finals Week May 28th Capitol
Winnipeg**

Miss Canada, who will represent the Dominion at the International Pageant of Pulchritude at Galveston, Texas, competing for the title of "Beauty Queen of the Universe," will be chosen the week starting May 28 at the Capitol Theatre, Winnipeg.

Miss Winnipeg, Miss Regina, Miss Saskatoon, Miss Moose Jaw, Miss Calgary, Miss Edmonton, Miss Victoria and Miss Nanaimo will participate in the competition for the title of "Miss Canada." The contest has been conducted in all the cities mentioned, putting the candidates all on an equal footing. All the candidates mentioned assembled at Edmonton Monday, May 21. Earle Hill, leader of the Winnipeg Capitoliens took the orchestra to Edmonton and with Mr. and Mrs. H. M. Thomas, the former Western Divisional Manager of the Famous Players circuit; Norman Code, Stage Manager of the Capitol; V. Armond, Chief Projectionist of the Western Division, and Walter Davis, Manager of the Metropolitan Theatre, Winnipeg, manager of the tour, will visit each of the cities with the candidates where the beauties have been chosen, returning to Winnipeg for the final week's showing. A carload of scenery was taken along to add to the stage presentation in each city visited. The Beauty spe-

cial will return to Winnipeg to make final selection.

Mrs. Thomas will accompany the choice of Canada to Galveston as chaperone.

Canadian Theatre Supply Co. Stresses Service Over Price

The Canadian Theatre Supply Company, Eastern Canada distributors of electrical and motion picture equipment, stress that service is more important than price.

In a recent interview which appeared in The Digest, a reference was made to the upkeep of projectors which should have read "is less than \$100.00 a year." Through a typographical error the cost was specified as less than \$1.00.

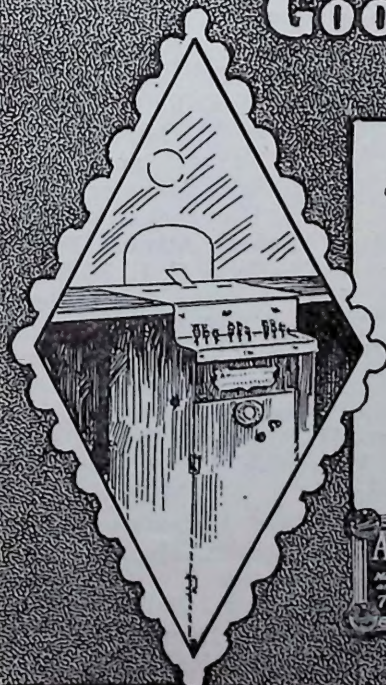
Mr. R. B. Burko is General Manager of the Canadian Theatre Supply Company.

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NEW YORK CITY

M-G-M's Trail of '98 Receives Endorsation Federation Women's Clubs Calls "Trail of '98" "Outstand- ing Picture"

Proof of the suitability of Metro-Goldwyn-Mayer's epic, "The Trail of '98" for showing before the family group was furnished when "Club News," the official organ of the Long Island Federation of Women's Clubs accorded the picture fullsome praise.

"Club News" mentions "The Trail of '98" as "one of the outstanding pictures which opened on Broadway during the past month," and comments on the films as follows:

"A faithful portrayal of the mad gold rush to the Klondike in 1898. The first part of this picture belongs among the exceptional screen products of recent years. It is the story of man's pursuit of gold, to find in the end that in the getting of it he has lost those things which material riches cannot buy"

"The Trail of '98' is now enjoying a triumph on Broadway as a two-dollar top picture at the Astor Theatre, a triumph which approaches the phenomenal success experienced at that playhouse by "The Big Parade." Clarence Brown directed the film after the novel of the same name by Robert W. Service. Dolores Del Rio, Ralph Forbes, Karl Dane and Harry Carey, as well as many other players have parts in this epic of the gold rush.

Samuelson vs. Hays Suit Settled Out of Court

The \$450,000 damage suit brought by Sidney E. Samuelson, exhibitor of Newton, N.J., charging violation of the Sherman anti-trust law, and which names Will H. Hays and about sixty other defendants including our most important distributors was settled out of court May 22nd.

Max D. Stever was the attorney for the defence and David L. Podell, trial counsel for the plaintiff. The suit was scheduled for trial before Federal Judge Mack, in the United States District Court.

"Ben Hur" Plays Successful Return Date Winnipeg

Charles Dille is leading the Winnipeg Capitol orchestra during the week of the regular orchestra's absence, playing the musical accompaniments to "Ben Hur" which is playing a return engagement in Winnipeg, having concluded a successful two weeks' run at the Metropolitan recently.

Pathe Forces Away For Chicago Sales Convention

Joseph P. Kennedy Will Deliver Address

The Pathe Home Office representatives left for the Chicago Sales Convention by the 20th Century.

One of the highlights of the convention was an address delivered by Joseph P. Kennedy, Chairman of the Board of the Keith-Albee-Orpheum Corporation, and unofficial business adviser of Pathe.

The following officers and executives attended:

J. J. Murdock, President; Colvin Brown, Executive Vice President; Elmer R. Pearson, Vice President; John C. Flinn, Vice President; Lewis Innerarity, Secretary; John Humm, Treasurer; Phil Reisman, General Sales Manager; Harry Scott, Short Subject Sales Manager; E. J. O'Leary, Feature Sales Manager; J. J. McAloon, Manager of Exchange Operations; Arthur Rousseau, Manager of the Foreign Department; J. E. Storey, Short Subjects Production Manager; Ray Hall, Editor Pathe News; Terry Ramsaye, Editor Pathe Review; Lou Kniskern, Assistant to the General Sales Manager; P. A. Parsons, Publicity; George Harvey, Advertising; James Flinn, Accessory Sales Manager; Harry Lewis, Art Manager; Mrs. Elizabeth Richey Dessez, Manager of the Educational Department; L. W. Weir, Western Division Manager; Dan Michalove, Southern Division Manager; Stanley Jacques, Mid-West Division Manager; Joseph O'Sullivan, Editor Pathe Sun, and D. A. Doran, head of the Eastern Scenario Department; John E. Cashman, Assistant to Mr. Scott; and Louis H. Miller, Assistant to Mr. Reisman.

In addition the following branch managers attended: Albany, C. W. Stombaugh; Boston, R. C. Cropper; New Haven, B. M. Moran; New York, W. E. Raynor, and Robert Wolff, branch Sales Manager; Philadelphia, W. G. Humphries; Washington, R. C. Robin; Atlanta, W. W. Anderson; Charlotte, E. L. McShane; Dallas, E. C. Leeves; New Orleans, G. C. Brown; Buffalo, Oscar Hanson; Cincinnati, J. A. Harris; Cleveland, O. J. Ruby; Indianapolis, Oscar Bloom; Pittsburgh, Robert Mochrie; Chicago, H. S. Lorch; Detroit, H. P. Zapp; Milwaukee, W. A. Aschmann; Minneapolis, J. H. McIntyre; Des Moines, Walter Liebmann; Kansas City, E. S. Olsmith; Memphis, L. J. Duncan; Oklahoma City, C. W. Allen; Omaha, R. S. Ballantyne; St. Louis, C. D. Hill; Denver, A. G. Edwards; Los Angeles, J. S. Stout; Portland, H. L. Percy; Salt Lake City,

A. J. O'Keefe; San Francisco, M. E. Cory; Seattle, C. L. Theurkauf; Toronto, A. Cohen, N. L. Nathanson, W. Hayner and T. W. Brady.

The Sales Convention at the Hotel Drake follows several months of constantly increasing business, an increase so marked as to have roused great optimism throughout the whole Pathe organization. The product for 1928-1929, features as well as short subjects, is now definitely set, and will be announced at the convention. Regal release the Pathe product in Canada.

Marjorie S. Marier, A.T.C.M. Arranger Not Composer

Marjorie S. Marier "arranged" but did not compose "By the Coral Sea" and "Mother's Heart." Mde. Marier has been doing this work for a great number of years, and although the composer of numerous musical compositions these are still in MSS form.

Late O. B. Sheppard Left Valuable Picture Stock Relatives Share \$332,860 Under Terms of Will

The late Oliver Barton Sheppard, well-known theatrical magnate of Toronto and interesting personality, left an estate purported to be \$332,860 among his theatrical holdings. We find stock in the Famous Players Canadian Corporation and Loew's London Theatre, Noranda Mines, C.P.R., etc., etc.

Alice Brady Prophecies Movie Actors' Union Interviewed by Toronto Star Motion Picture Work Too Much Like Factory

Alice Brady who had a long and successful "fling" at motion pictures, arriving in Toronto was interviewed by the Toronto Daily Star and prophesied a movie actors' trade union for the betterment of Motion Picture conditions.

"Motion Picture work is too much like a factory, bad lights, in a poorly ventilated studio, and no sunshine. The directors expect the actors to come on location early in the morning, work all day and work again at night; and then they call you back early the next morning, expecting people to photograph well under glaring lights when they are all tired out."

Alice Brady is the daughter of William A. Brady, well-known theatrical producer. Her step-mother is Grace George, a star of international reputation.

Jos. P. Kennedy Joins E. F. Albee and K-A-O Interests In Important Capacity

E. F. Albee Remains Active President of Organization.

E. F. ALBEE announced that Joseph P. Kennedy, the young and progressive president of FBO Pictures Corporation, has become associated with him and Marcus Heiman in the conduct of the Keith-Albee-Orpheum Circuit of theatres. This was brought about through the purchase of a very large and substantial interest in the common stock of the K-A-O by Mr. Kennedy in association with a group of bankers including Blair & Company and Lehman Brothers. The Keith people and their associates still retain the control in the company.

E. F. Albee Elected President.

At a meeting yesterday the Board of Directors of the K-A-O Corporation, Mr. Albee, was re-elected as President of the company, and Marcus Heiman, Executive Vice-President, and it strengthened its executive personnel by creating the office of Chairman of the Board of Directors, to which Joseph P. Kennedy was elected. At the same time, the Board of Directors was increased by the election of Elisha Walker, President of Blair & Company, Richard C. Hunt, of the law firm of Chadbourne, Hunt, Jaekel & Brown, and Joseph P. Kennedy. The Board of Directors was not otherwise changed, Monroe Gutman representing Lehman Brothers continuing on the Board, as also the Orpheum and Keith representatives recently elected upon the reorganization of the company.

No Truth in Retirement Story.

There is no truth in any rumor abroad that Mr. Albee, the president of the Keith-Albee-Orpheum Circuit, is to retire or be less active in the affairs of the Keith-Albee-Orpheum Circuit, than he has been for the past forty years.

It was he, with Mr. Keith, who built the Keith-Albee Circuit, labored early and late in its development, and injected principles into the vaudeville business which have made it a leader in the Industry throughout the world.

Albee and Keith Work Together.

Mr. Kennedy and Mr. Albee will now work out together, with the co-operation of these financial groups mentioned above, the new program which has been laid out for the expansion of the Keith-Albee-Orpheum Circuit.

With the entry of the energetic young Joseph P. Kennedy into a commanding position in the K-A-O Circuit, and the interest of such outstand-

ing financial institutions as Blair & Company and Lehman Brothers, the Keith-Albee-Orpheum Circuit will continue more energetically than ever before to be the leading theatrical organization, which position it has held for the past forty years.

This announcement fulfills the promise made by E. F. Albee at the time of the far reaching merger of the Keith-Albee and Orpheum Circuits of theatres that new and young blood would be injected into the direction of the Keith-Albee-Orpheum Corporation.

Kennedy Shows Genius.

"The motion picture has become such an important factor in the K-A-O theatres in the last few years that it is only natural," said Mr. Albee in his announcement, "that we should look to the picture Industry for a new associate. Mr. Kennedy has shown, in a brief but colorful career in the picture business, such constructive and organization genius that we consider him a tremendous asset to our business. He is energetic, dynamic and a straight shooter."

FBO and Radio Corp. Affiliated.

Joseph P. Kennedy entered the motion picture business actively two years ago when he bought FBO Pictures Corporation from the British banker owners. His accomplishments with that company have astounded the Motion Picture Industry, accustomed

as it is to unusual accomplishment. He has just recently effected an affiliation between his FBO Company with Radio Corporation of America, under which the latter became a substantial stockholder in FBO.

"Wild Geese" Opens New Empress, Sherbrooke

The new Empress Theatre, Sherbrooke Street West, Montreal, seating 1,800, opened auspiciously Saturday evening, May 19, under the ownership of Confederation Amusements, Limited, a Montreal company. The opening attraction was the first Montreal run of "Wild Geese," the program also including vaudeville acts and special music by the concert orchestra under the direction of J. J. Goulet. Prices range from 15c to 35c.

Reduction Operating Expenses Gives Loew's London Profit

Loew's Theatre, London, Ontario, managed by Fred Jackson for years, showed a small reduction in gross profits for the past fiscal year but general expenses were less, so that the net profit proved to be higher, according to the annual financial statement just released.

Gross profits were \$82,764, as compared with \$83,528 for the previous 12 months, while the net was found to be \$48,211, which compared favorably with \$41,532 for the previous year.

Dorothy Devore is still vacationing, and will return to the Educational lot later to start work on the first of her series of six starring laugh productions.

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Round About the Studios

Polly Moran, Metro-Goldwyn-Mayer player, when asked by her friends what role she will play next, declares that she has recently received a telegram from Morris Gest offering the role of the nun in "The Miracle." "But I turned him down cold," says Polly, "I wanted to give Lillian Gish a break."

Gordon Elliott, considered one of the most promising juvenile finds of the year, has been placed under long term contract by Hal Roach, according to announcement by Warren Doane, general manager of the Hal Roach Studios last week.

The FBO unit producing "Taxi 13" one of the company's specials for the new season, boasts an aggregation of stellar names. Marshall Neilan is directing the picture with Chester Conklin in the leading role, with Martha Sleeper added today to supply the feminine romantic interest.

Marion Davies will soon start work on her new starring picture, "Her Cardboard Lover," at the Metro-Goldwyn-Mayer studios. Robert Z. Leonard is to direct.

George Jessel, starring in "The Ghetto," under the direction of Norman Taurog, for Tiffany-Stahl, is collaborating with Isadore Bernstein on "George Washington Cohen," Aaron Hoffman's famous New York stage success "The Cherry Tree," in which Jessel will star.

Within the week two important castings have been made by Universal for "Show Boat." Emily Fitzroy will play Parthenia Ann Hawks and Alma Rubens has been selected for the role of Julie. At this writing, Harry Pollard, in spite of a three weeks' discovery trip to New York, is without a Magnolia and without a Ravenal.



Greta Garbo, Scandinavian beauty, appearing in "War in the Dark," for Metro-Goldwyn-Mayer. Directed by Fred Niblo.

Coming



"Wild Geese"

Roberts is directing Al St. John in the initial Mermaid Comedy of the season. This whirlwind comedian who has been featured in these fast-action comedies for the last four years, again will be seen in the principal roles of several of the Mermaids this coming season.

Alberta Vaughn, the petite little star of "The Telephone Girl" series and half a dozen other H. C. Witwer short subject productions for FBO, has been signed by Larry Darmour to play the leading feminine role in "Racing Blood," a series of twelve two reel productions which he is making for Standard Cinema Corporation, to be released by FBO.

Robert Milton, famous on Broadway as a producer and stage director, has been added to the Paramount production staff in Hollywood.

Mae Busch, who plays the hard-boiled Bessie in Lon Chaney's new Metro-Goldwyn-Mayer vehicle, "While the City Sleeps," started her career as an opera singer in her native land, Australia.

Barbara Leonard, who appears in the Tiffany-Stahl production, "Ladies of the Night Club," has been loaned by her company to appear on the stage at the Hollywood Playhouse under the management of Joseph Schildkraut, where she will play the leading feminine role in "Pompadour Walk."

Joseph M. Schenck, President and Chairman of the Board of Directors of United Artists Corporation, issued from Hollywood yesterday the following comment on the sound device for motion pictures which has been selected for use by United Artists' units, among other companies:

"United Artists will use the sound device on those pictures to which sound is adaptable. The adoption of sound to pictures is a great step in the progress of films provided it is used judiciously."

James Hall is expected to play the lead opposite Clara Bow in "The Fleet's In," according to the latest announcement by Paramount. Richard Arlen was assigned to the part originally, but another engagement is expected to prevent his appearance. "The Fleet's In" will follow "Ladies of the Mob" on which Miss Bow and Arlen are now at work.

Ernst Lubitsch, the director, has the following opinion of John Barrymore's "Tempest," now at the Embassy Theatre: "It is in my opinion the very best picture in which Barrymore has ever appeared and is by far, I think, the most finished performance he has so far contributed to the screen, particularly in the middle sequences and toward the end, when his characterization reaches heights which I will long remember. Camilla Horn also gives a very fine performance. The whole picture has a great entertainment value and I am sure theatre-goers will eat it up."

Mary Philbin isn't going to play "The Girl on the Barge" after all. She requested Carl Laemmle to let her play in "Salvage" instead. Her role will be taken by Sally O'Neill. Jean Hersholt, who is already in New York, heads the cast, the other featured player being Malcolm MacGregor. Edward Sloman will direct.

D. W. Griffith has completed "The Battle of the Sexes" within ten days of schedule time and Phyllis Haver and Jean Hersholt, members of the cast in that film, are both vacationing in New York. Belle Bennett, Don Alvarado, Sally O'Neil, William Bakewell and John Batten are the other players in "The Battle of the Sexes," which is scheduled for release nationally by United Artists in August.

F. Richard Jones has signed a contract with Paramount to direct the next Jack Holt starring western picture, "The Water Hole," based upon a Zane Grey story.

Charles Lamont is directing "Big Boy," the four-year-old star. Work is well under way on this production, first of a series of eight for Educational.

Burr McIntosh has been substituted for James Marcus in the role of the old man in "The Racket," starring Thomas Meighan, which Paramount is to release.



"Chicago" is Phyllis Haver's latest for Pathe-DeMille Productions, and it's "some" picture.

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